

Measuring your Online Marketing Efforts

A guide to using Google Analytics to measure the performance of most of your online marketing efforts

How can I compare my various online marketing efforts against common metrics?

How can I see how ad content influences visit quality?

How can I make my marketing campaigns more effective & accountable?



Benefits of Campaign Tagging

1. Make advertising accountable

- Measure the effectiveness of your advertising efforts
- Export and map to ad cost data for “Return on Ad Spend”

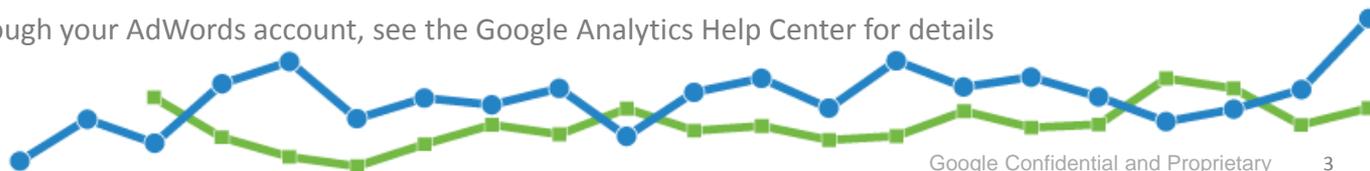
2. See all “post-click” performance in one place

- Common metrics allow for an “apples to apples” comparison
- Integrated reporting means campaign data is available in all GA reports

3. Increase AdWords accountability*

- Tight integration with AdWords reveals more data than any other tool
- Dedicated AdWords reports in Google Analytics can aid optimization

*Activated through your AdWords account, see the Google Analytics Help Center for details



Campaign Measurement in Google Analytics

1. Campaign measurement is performed by adding tags to your destination URLs
2. Without a tag, all visitors appear to come through “organic”, “referral”, or “direct”
3. All campaigns need to be tagged in order to be tracked in Google Analytics

“auto-tagging” is available exclusively in AdWords, no extra tags needed!*

Individual URL Builder:

<http://goo.gl/4LiMV>

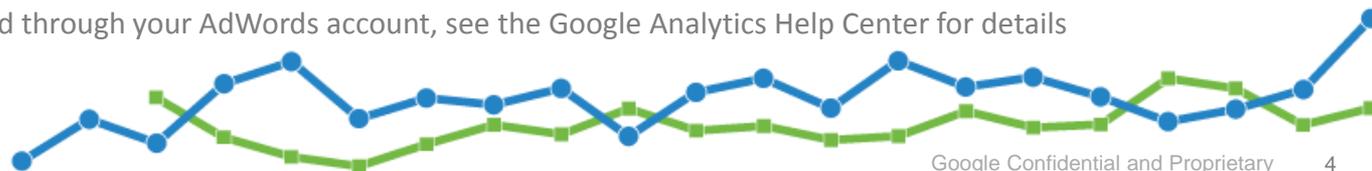
(or search Google for “analytics url builder”)

Bulk URL Builder:

<http://goo.gl/MiytW>

(Google Docs Spreadsheet)

*Auto-tagging is activated through your AdWords account, see the Google Analytics Help Center for details



What can be included in tags?

Required Tags

Source

The Source is where the visitor was sent from.

Examples: google, nytimes.com, facebook.com

Medium

The Medium is the channel through which the visitor arrived at your site.

Examples: cpc, display, social, organic

Campaign

The Campaign should either indicate the overarching name for the marketing effort or just the specific ad campaign in which the ad lives.

Optional Tags

Keyword

The Keyword is the search term that you bid on (search engines only)

Ad Content

The Ad Content should indicate the ad name, copy, or other helpful information to identify the type of ad that was clicked.

*Impressions- and cost-data are currently only available for linked AdWords accounts



How do I tag a Destination URL?

1. A “Destination URL” is where your visitor will land after clicking an ad or link
 - example: `www.mysite.com/specificalandingpage.html`
2. Tags are added after the URL, and must be separated by a ?
 - You may need to test both options to find the solution that works for your site
 - Do not add a second ? if you already have one of them in your URL
 - example: `www.mysite.com/specificalandingpage.html?utm...`
3. You must use tags that GA can recognize
 - The standard tags are `utm_source`, `utm_medium`, `utm_campaign`, `utm_term`, and `utm_content`.
 - example: `www.mysite.com/specificalandingpage.html?utm_source=google&utm_medium=cpc&utm_campaign=analytics&utm_term=analytics&utm_content=tagging`

CAUTION

Make sure you test your tagged URLs. If you are **redirected** to another URL, or if you land and the tags aren't on the URL, then you may need to work with your webmaster for tags to function

By using URL tags, you assume all liability for ensuring that they function as intended



Campaign Tagging Tips

1. Be consistent & get everyone in agreement

- Standardized tag names will make future analysis easier and more effective
- **Always use lowercase!** The reports are case sensitive. Also, a “space” needs to be written as %20 in the URL – it will appear as a space in Google Analytics reports

2. Start by listing your mediums

- “Medium” tends to be the largest, clearest level in a media hierarchy

3. Plan for future analysis

- Add info that you will need to measure performance or optimize later

4. “Toss it in Ad Content”

- “Ad Content” is the most flexible dimension, be creative!

The following slides are *recommended* tag names



Example Campaign Tags: Paid Search

Organic search is automatically measured with Google Analytics!

Dimension	URL Tag	Recommendation	Tips
Medium	&utm_medium=	cpc	Always use lowercase
Source	&utm_source=	google bing yahoo	Exclude http://www and .com Always use lowercase
Campaign	&utm_campaign=	campaign-name campaign-name-ad-group	
Keyword	&utm_term=	<i>actual term</i> {keyword} for Google and Bing {YSKEY} for Yahoo!	The brackets should dynamically insert the keyword. Testing may be required for this to function.
Ad Content	&utm_content=	ad-headline internal-ad-identifier	

- Auto-tagging is available in AdWords when linked to Google Analytics

Be sure to *either* auto-tag *or* manually tag. **Don't do both together!**

- Paid Search appears as “organic” if there are no tags



Example Campaign Tags: Site Placements

Dimension	URL Tag	Recommendation	Tips
Medium	&utm_medium=	display content-text (non-search text ads)	Always use lowercase
Source	&utm_source=	<i>Actual placement name</i> <i>“category” (if category-targeting)</i> nytimes.com/business	Exclude http://www Always use lowercase
Campaign	&utm_campaign=	campaign-name campaign-name-flight-dates	
Keyword	&utm_term=	<i>don't use</i>	
Ad Content	&utm_content=	ad-copy-ad-format-size internal-ad-identifier ad-copy-target-audience	Include good identification clues, image ads don't appear in reports

- Auto-tagging in AdWords gives rich visibility into the Google Display Network
- When using an ad-serving tool, the URL will be attached to the creative and so it may be difficult to track specific placements. Try grouping placements into themes, and use the theme as the “source” parameter.



Example Campaign Tags: Social

Dimension	URL Tag	Recommendation	Tips
Medium	&utm_medium=	social	Always use lowercase
Source	&utm_source=	social network URL shortlink-url facebook twitter	Exclude http://www and .com Always use lowercase
Campaign	&utm_campaign=	promotion-name program-intent (<i>increase-likes</i>)	Remind your future self what you hoped to achieve
Keyword	&utm_term=	<i>don't use</i>	
Ad Content	&utm_content=	social-“seed”/endorser content-clue-time-date-sent	

- Use link-shorteners like goo.gl or bit.ly to compress long URLs
- Don't include personally identifiable information, like names
- GA can't import information about profile-views on your social network profile



Example Campaign Tags: Affiliates

Dimension	URL Tag	Recommendation	Tips
Medium	&utm_medium=	affiliate	Always use lowercase
Source	&utm_source=	<i>affiliate-website.com</i> <i>affiliate-program-name</i>	Exclude http://www Always use lowercase
Campaign	&utm_campaign=	affiliate-type	
Keyword	&utm_term=	<i>don't use</i>	
Ad Content	&utm_content=	affiliate-ID affiliate-ID-product-name	Don't use personally-identifiable information

- “Affiliates” could include “formal affiliate programs”, compensated bloggers, or even social programs that encourage a user to share a link with friends after they purchase



Example Campaign Tags: Email

Dimension	URL Tag	Recommendation	Tips
Medium	&utm_medium=	email	Always use lowercase
Source	&utm_source=	<i>email-list-name</i> <i>email-list-description</i>	
Campaign	&utm_campaign=	promotion-name newsletter-name-featured-product	
Keyword	&utm_term=	<i>don't use</i>	
Ad Content	&utm_content=	email-version-time-date-sent time-date-sent-target-audience	

- Tag all links in the email, consider adding clues in “Ad Content” to identify specific areas in the email (headline, body, image, etc)
- Don't include personally identifiable information, like email addresses



Example Campaign Tags: Mobile

Mobile visitors are automatically measured with Google Analytics!

Dimension	URL Tag	Recommendation	Tips
Medium	&utm_medium=	mobile	Always use lowercase
Source	&utm_source=	<i>mobile-placement-URL</i> <i>app-name (when available)</i> <i>mobile-network (if URL unavailable)</i>	Exclude http://www
Campaign	&utm_campaign=	campaign-name campaign-name-start-date	
Keyword	&utm_term=	<i>don't use unless for search</i>	
Ad Content	&utm_content=	ad-type-ad-headline ad-copy	for ad-type, indicate if it was text, display, local, etc

- Technically, you should not *have* to include “mobile” as the medium because we already measure when a visitor arrives via a mobile device



Example Campaign Tags: Offline & Misc

For offline media, use a “vanity URL” that redirects to a URL with campaign tags

Dimension	URL Tag	Recommendation	Tips
Medium	&utm_medium=	product-search commercial video local	Always use lowercase
Source	&utm_source=	amazon google-product-search offline youtube hulu yelp	Exclude http://www and .com For offline, use the newspaper name or tv channel name if possible
Campaign	&utm_campaign=	commercial-campaign-name e-commerce	
Keyword	&utm_term=	<i>don't use</i>	
Ad Content	&utm_content=	product-name commercial-name-offline/online video-name	



Analyzing Campaigns

Visitors
Traffic Sources

Overview

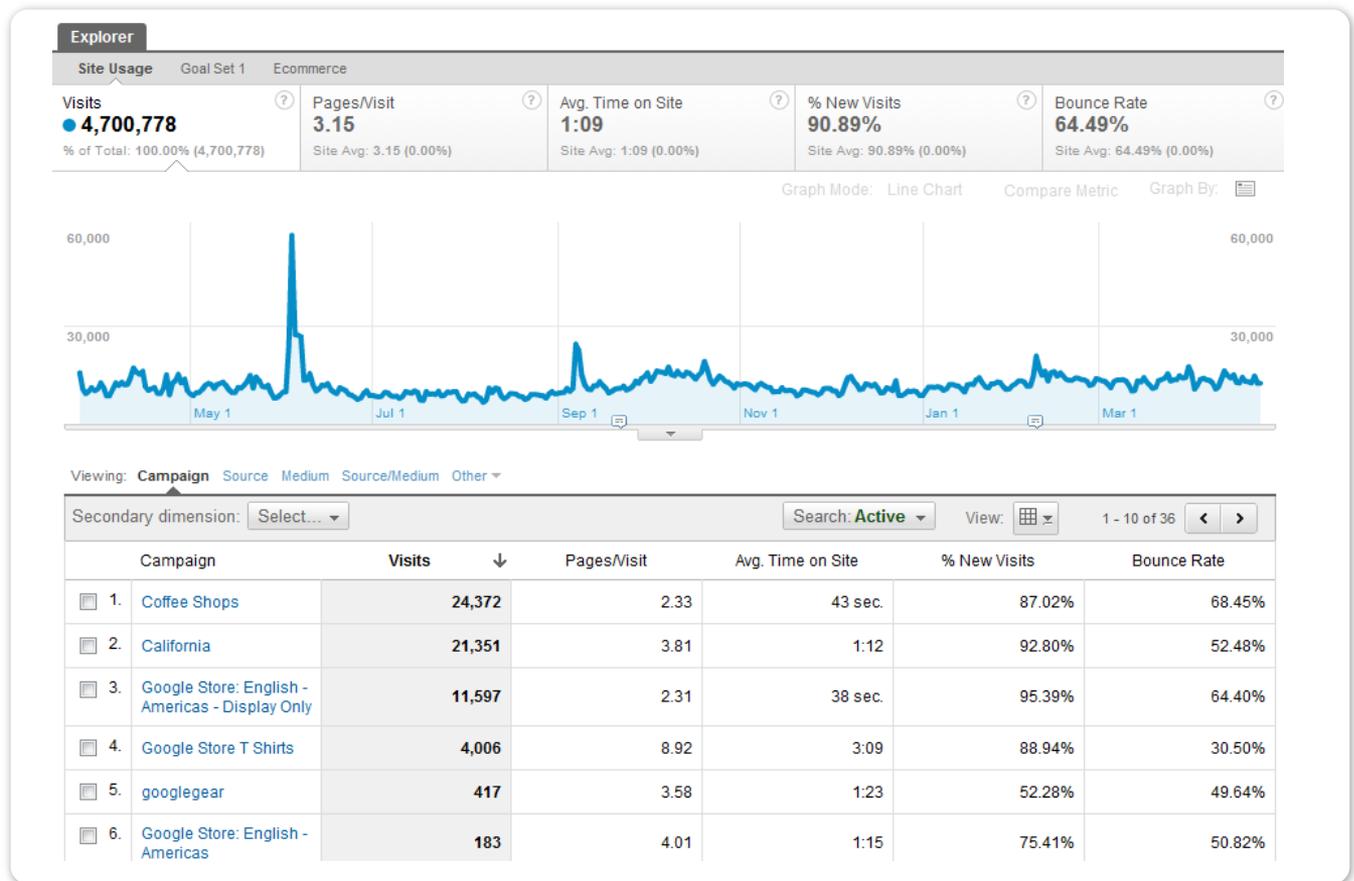
Incoming Sources

- All Traffic
- Direct
- Referrals
- Search
- Campaigns**

AdWords

Content

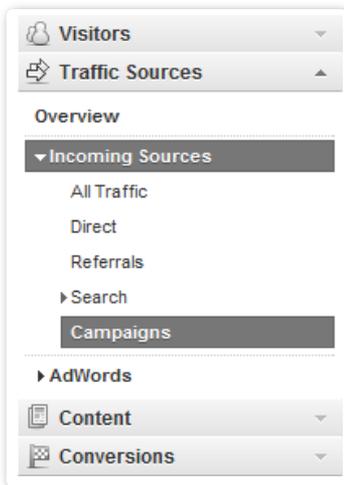
Conversions



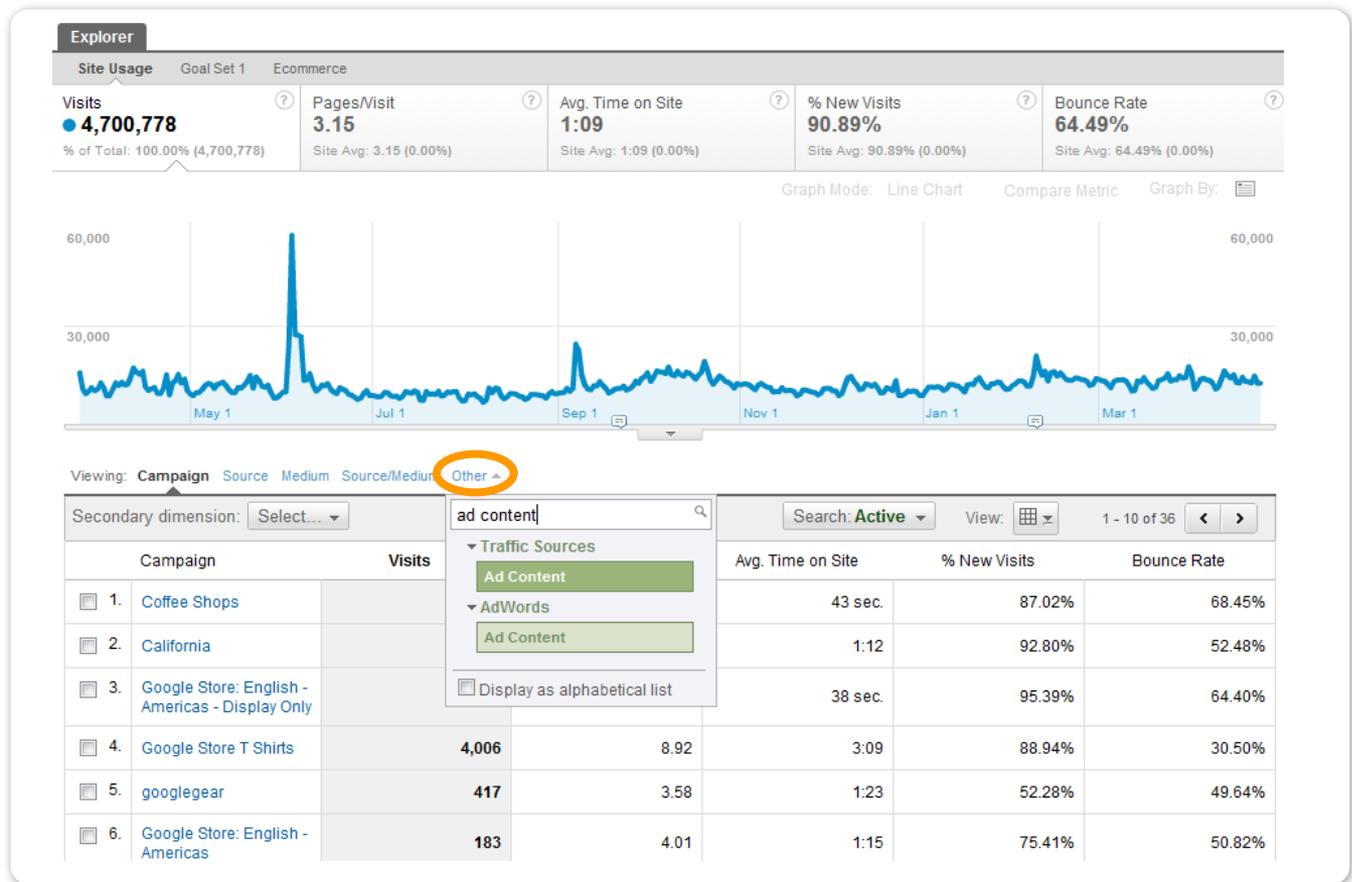
- How can I compare the visitor performance across all of my tagged campaigns, regardless of the medium, using common metrics?



Analyzing Ad Content



Visitors
Traffic Sources
Overview
Incoming Sources
All Traffic
Direct
Referrals
Search
Campaigns
AdWords
Content
Conversions



Explorer
Site Usage Goal Set 1 Ecommerce

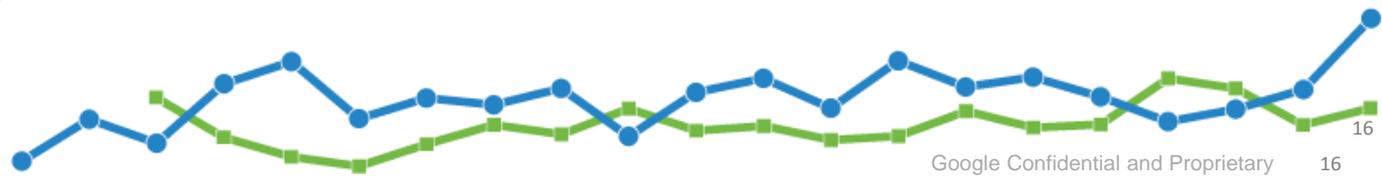
Visits: 4,700,778
Pages/Visit: 3.15
Avg. Time on Site: 1:09
% New Visits: 90.89%
Bounce Rate: 64.49%

Graph Mode: Line Chart Compare Metric Graph By:

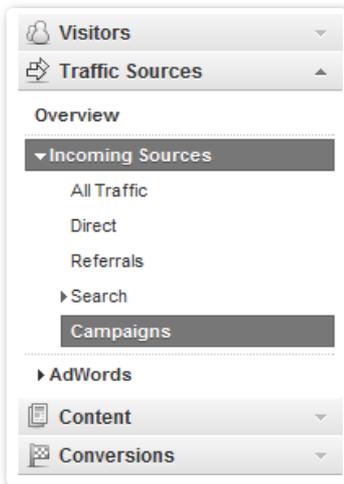
Viewing: Campaign Source Medium Source/Medium **Other**

Campaign	Visits	Avg. Time on Site	% New Visits	Bounce Rate
1. Coffee Shops		43 sec.	87.02%	68.45%
2. California		1:12	92.80%	52.48%
3. Google Store: English - Americas - Display Only		38 sec.	95.39%	64.40%
4. Google Store T Shirts	4,006	3:09	88.94%	30.50%
5. googlegear	417	1:23	52.28%	49.64%
6. Google Store: English - Americas	183	1:15	75.41%	50.82%

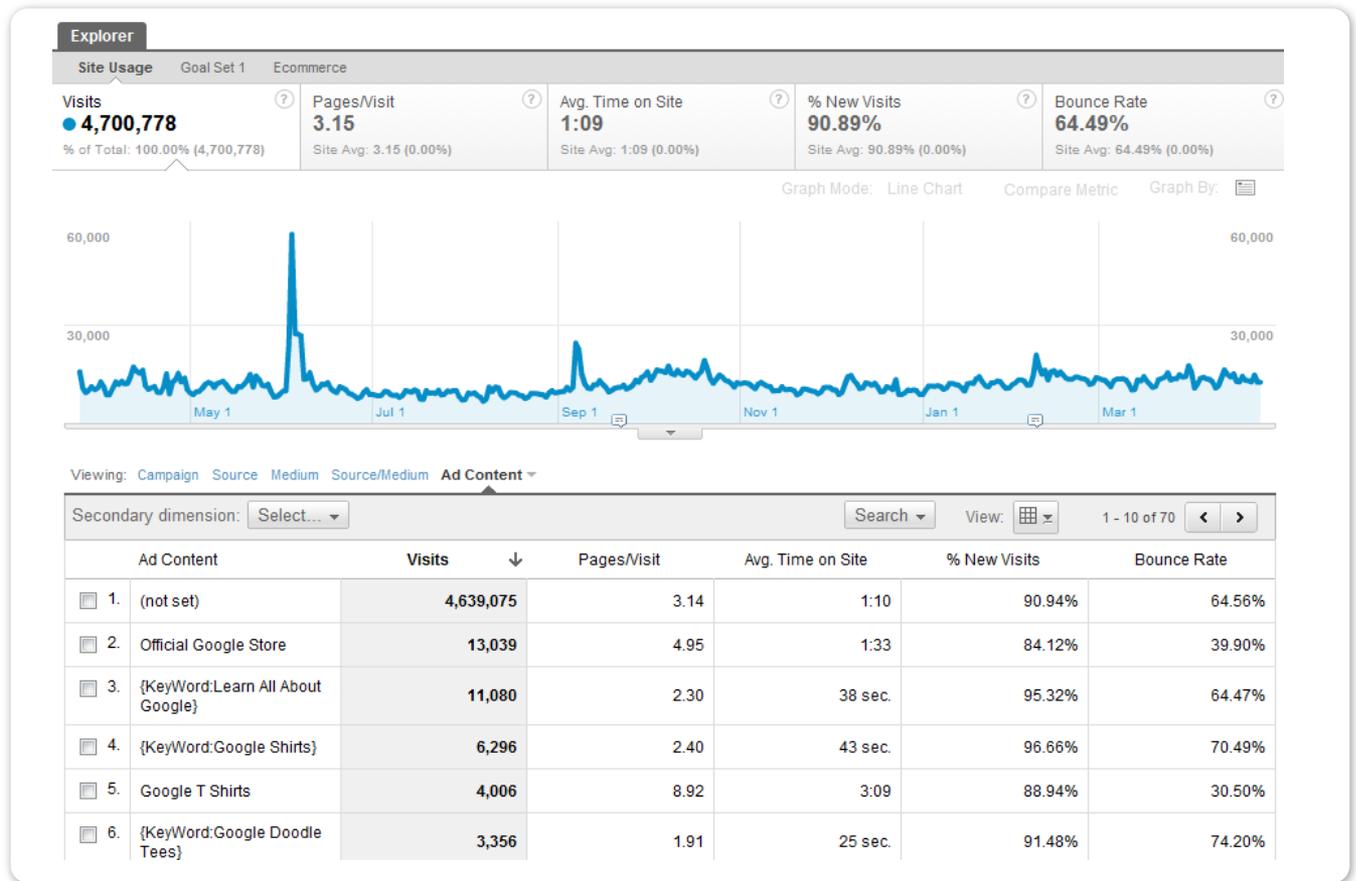
- There isn't a dedicated report for "Ad Content." You have to use the "segmentation tool" (click "other") and search for "Ad Content".



Analyzing Ad Content



Visitors
Traffic Sources
Overview
Incoming Sources
All Traffic
Direct
Referrals
Search
Campaigns
AdWords
Content
Conversions



- “How can I compare the visitor performance for my different ads?”
- (not set) is referring to all visitors who didn't come through a tagged URL



Analyzing Paid Keywords

Visitors

Traffic Sources

Overview

Incoming Sources

- All Traffic
- Direct
- Referrals
- Search
 - Overview
 - Organic
 - Paid**
 - Campaigns
- AdWords

Content

Conversions

Explorer

Site Usage Ecommerce

Visits **5,151**
% of Total: 1.56% (329,665)

Pages/Visit **2.45**
Site Avg: 3.05 (-19.75%)

Avg. Time on Site **40 sec.**
Site Avg: 57 sec. (-29.01%)

% New Visits **95.73%**
Site Avg: 91.74% (4.34%)

Bounce Rate **62.98%**
Site Avg: 65.20% (-3.41%)

Graph Mode: Line Chart Compare Metric Graph By: []

Viewing: Keyword Matched Search Query Source Medium Campaign Other

Secondary dimension: Select... Search View: 1 - 10 of 16

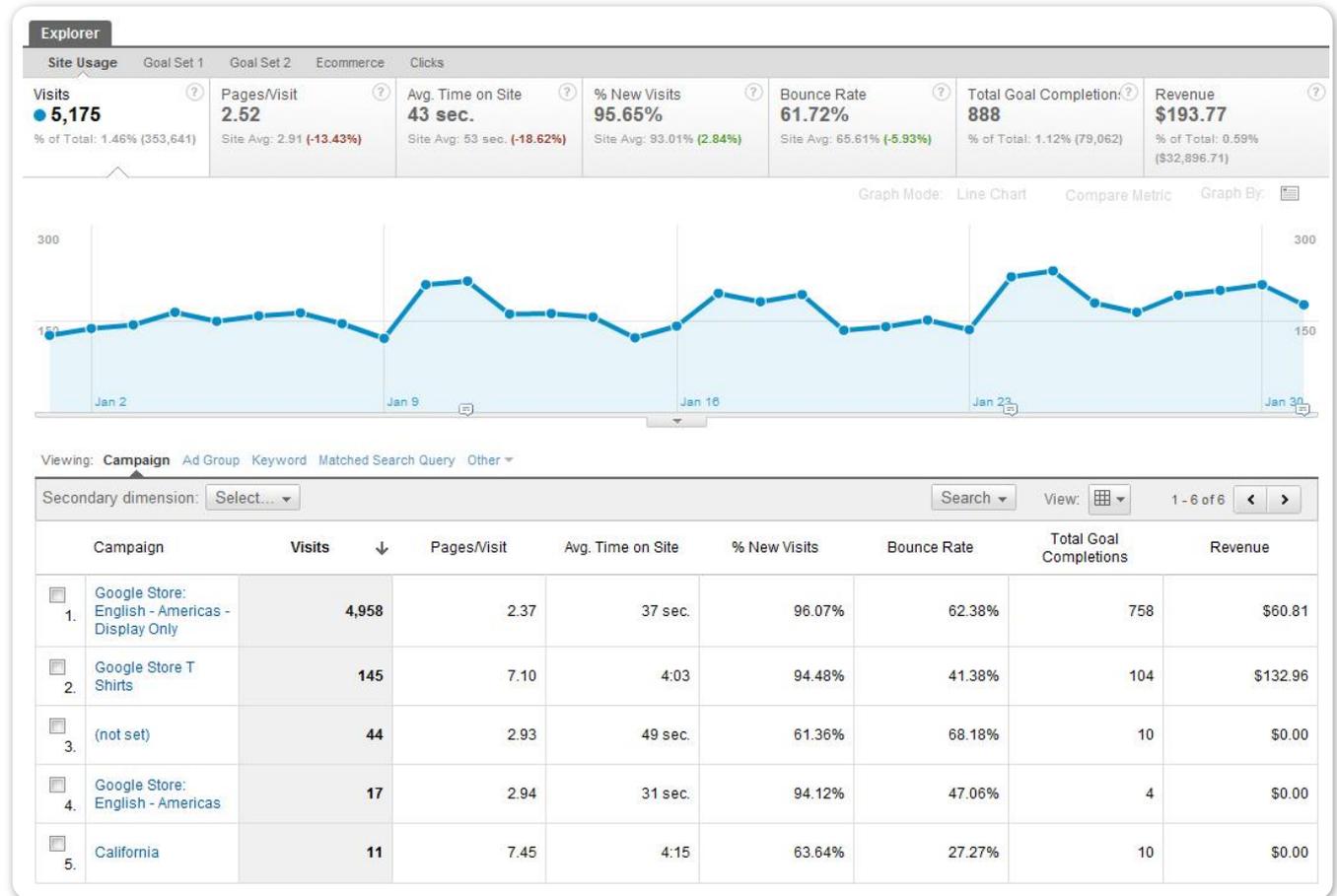
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. (content targeting)	3,633	2.53	46 sec.	95.65%	61.93%
2. google book	1,004	1.92	19 sec.	97.51%	68.53%
3. google help	137	2.27	20 sec.	97.81%	63.50%
4. how to use google	125	2.58	41 sec.	98.40%	65.60%

- “How can I see the performance of all paid keywords from all search engines?”



Enriched AdWords Reports

Visitors
 Traffic Sources
 Overview
 Incoming Sources
 AdWords
 Campaigns
 Keywords
 Day Parts
 Destination URLs
 Placements
 Keyword Positions
 TV Ads
 Content
 Conversions



- “How are my AdWords campaigns performing, post-click?”

*AdWords account must be “linked” and have auto-tagging turned on.



Benefits of Linking Your AdWords Account

▼ AdWords

Campaigns

Keywords

Day Parts

Destination URLs

Placements

Keyword Positions

1. Much easier & more accurate

- Auto-tagging eliminates the need for manual tags on your AdWords ads (which can be tedious & error-prone)

2. Strong integration imports more data

- “ad groups”, “match type”, “matched query”, “content network placement”, “keyword position”
- These are all only available with auto-tagging

3. Can import GA Goals into AdWords

- Can use the “Conversion Optimizer” tool

*Linking your AdWords account to Analytics will not affect your cpc. All Google Privacy Policies still apply when you decide to “share you data with other Google products.” Test your ads immediately after turning on auto-tagging to make sure there are no technical errors that would prevent the user from getting to your site.



Example Tagged URLs

Paid Search

http://mysite.com/landingpage.html?utm_medium=cpc&utm_source=google&utm_campaign=analytics-terms&utm_term=analytics&utm_content=tag-ads

Site Placements

http://mysite.com/landingpage.html?utm_medium=display&utm_source=news-sites&utm_campaign=analytics&utm_content=buy-now_120x600

Social

http://mysite.com/landingpage.html?utm_medium=social&utm_source=facebook&utm_campaign=increase-friends&utm_content=9am-Mar-15

Email

http://mysite.com/landingpage.html?utm_medium=email&utm_source=july_newsletter&utm_campaign=member-discount&utm_content=11am-Jan-20

Mobile

http://mysite.com/landingpage.html?utm_medium=mobile&utm_source=admob-apps&utm_campaign=analytics&utm_content=tagging



Troubleshooting

1. Live campaigns are not showing up in the Campaign reports

- Does the landing page have working Google Analytics page tags?
- Is there a re-direct that is stripping the campaign tags from the URL?
- Has it been at least 24 hours? (possibly a time lag in reporting)

2. Campaigns aren't reporting conversions, but I know they have some

- Do you have goals set up in Google Analytics?
- Do all conversions appear to be attributed to your own domain name? If so, there may be a key page missing Google Analytics page tags.

3. Parts of my campaign tag (term, ad content, etc) aren't appearing

- Are all campaign tags present in the destination URL within your ad serving tool?

4. Inconsistent capitalization is making analysis difficult

- Consider 'custom profile filters'. Choose "lowercase" and then apply it to 'campaign medium', 'campaign term', etc to force them all to lowercase

